

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

The claims are amended as follows:

1. (previously presented): A display device, having:
at least two sets of maximum luminance including an image maximum luminance for displaying an image and an ordinary maximum luminance for displaying non-image information, said ordinary maximum luminance being lower than said image maximum luminance.

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2. (original): The display device according to claim 1, further having a luminance adjusting unit which, when the non-image information is displayed in cases of display of only the image, or display of a mixture of the image and the non-image information, or display of only the non-image information, adjusts a brightness of the display in an area of the non-image information or in an entire display screen in accordance with said ordinary maximum luminance.

3. (original): The display device according to claim 1, further having a luminance switching unit which switches a brightness of display in an entire display screen to either adjustment depending on said ordinary maximum luminance or adjustment depending on said image maximum luminance.

4. (original): The display device according to claim 3, wherein said luminance switching unit has a selection unit which makes adjustment to the brightness of the display depending on said image maximum luminance in a case of display of only the image and makes adjustment to the brightness of display depending on said ordinary maximum luminance and the brightness of display depending on said image maximum luminance.

5. (original): The display device according to claim 1, wherein an entire display screen is adjusted to a brightness of display not higher than said ordinary maximum luminance in accordance with an operation using graphical user interface.

6. (original): The display device according to claim 1, wherein adjustment of a brightness of display in relation to said ordinary maximum luminance and said image maximum luminance is performed by adjustment of either a light source for display or image data or both.

7. (previously presented): The display device of claim 1, wherein the non-image information comprises textual information.

8. (previously presented): The display device of claim 1, wherein the image is displayed at a maximum luminance level for the display represented by n bits and wherein the non-image information is displayed at a maximum level represented by less than n bits.

9. (previously presented): The display device of claim 8, wherein the non-image information is displayed at a maximum level represented by $n-3$ bits.

10. (previously presented): The display device of claim 8, wherein adjustment of brightness of display in relation to said ordinary maximum luminance and said image maximum luminance is performed by adjustment of a light source for display.

11. (previously presented): The display device of claim 10, wherein adjustment of the light source comprises increasing or decreasing current through the light source.

12. (previously presented): The display device of claim 11, wherein the light source comprises multiple light sources.

13. (previously presented): The display device of claim 12, further comprising a light source control unit which controls current through each of the multiple light sources independently to increase brightness in a region of a display screen or in an entire display screen.

14. (previously presented): The display device of claim 13, said display device receiving a control signal supplied externally to distinguish image and non-image information for display and adjusting brightness of the display based on the control signal.

15. (previously presented): The display device of claim 14, wherein the control signal determines a type of image signal received in the display device, and the brightness is automatically adjusted for image and non-image areas based on the control signal.

16. (previously presented): The display device of claim 14, wherein the control signal determines a type of image signal received in the display device and the image maximum luminance is set to one of a first image maximum luminance and a second image maximum luminance, wherein said first image maximum luminance and the second image maximum luminance are different from each other and are different from the ordinary maximum luminance, said image maximum luminance being set according to the control signal.

17. (previously presented): The display device of claim 1, said display device receiving a control signal supplied externally to distinguish image and non-image information for display and adjusting a brightness of the display based on the control signal.

18. (new): The display device of claim 1, wherein an adjustment of brightness of display in relation to said ordinary maximum luminance and said image maximum luminance is performed by adjustment of a plurality of light sources for display, further comprising a light source control unit which controls current through each of the plurality of the light sources independently to change brightness in a region of a display screen and to maintain brightness in another region of the display screen.

AMENDMENT UNDER 37 C.F.R. § 1.111
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19. (new): The display device of claim 1, wherein the image maximum luminance is substantially in the range of 400 cd/m^2 - $10,000 \text{ cd/m}^2$ and the ordinary maximum luminance is substantially in the range of 40 cd/m^2 - 400 cd/m^2 .
